

Executive summary | Key metrics

Organisation of the European/World Rally Championship in Cyprus in years 2022, 2023, 2024 and 2025

Direct Benefits of

€11,55mIn for WRC 2025,

€11mIn for WRC 2024 and

€5mIn for ERC 2023,

€3mIn for ERC 2022

Indirect Benefits of

c. €39,4mIn for WRC 2025,

€37,5mIn for WRC 2024 and

€7mIn for ERC 2023,

€6mIn for ERC 2022

Media Audience Expectations of

c. 47,3mIn for WRC 2025,

45mIn for WRC 2024 and

6mIn for ERC 2023,

4mIn for ERC 2022

ERC Expenses of

c. €1,3mIn in 2023 and

c. €1,2mIn in 2022

Resulting to ROI⁽¹⁾ of

c. 11,1 in 2023 and

c. 9,3 in 2022

WRC Expenses of

c. €4,1mIn in 2025 and

c. €4mIn in 2024

Resulting to ROI⁽¹⁾ of

c. 15,3 in 2025 and

c. 15 in 2024

Net Investment of

c. €3,3mIn for WRC 2025,

c. €3,2mIn for WRC 2024 and

c. €1,1mIn for ERC 2023,

c. €1,0mIn for ERC 2022

VAT Revenues for the Government of

c. €3mIn during 2022-2025

**from the Direct Economic Benefits,
resulting to an equivalent reduction of
Net Investment**

**10ths international visitors are
expected to visit Cyprus for WRC
events, based on the Promoter.**

Notes: (1) Return on Investment (ROI) is defined as Economic Benefit / Net Investment.